

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously Presented) A flocked transfer comprising:  
a release sheet;  
a release agent on the release sheet;  
flock on the release agent; the flock being formed in a desired pattern on the release sheet,  
the release agent holding the flock to the release sheet;  
a pre-formed, solid, and self-supporting thermoplastic hot melt sheet;  
wherein at least substantially all of the flock contacts the thermoplastic hot melt sheet;  
and wherein there is no binder adhesive positioned between the thermoplastic hot melt sheet and the flock.
2. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet is a thermoplastic blank or thermoplastic blank film.
- 3-15 (Canceled).
16. (Previously Presented) The flocked transfer of Claim 1, wherein the release agent and release sheet are located on a first surface of the flock and the thermoplastic hot melt sheet is positioned on a second surface of the flock and the first and second surfaces are in an opposing relationship.
17. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet comprises polyurethane.

18. (Previously Presented) The flocked transfer of Claim 1, wherein the hot melt sheet is cut, before application to the flocked transfer, to correspond to a shape of the flocked transfer.

19. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet comprises at least first and second parts, the first and second parts having differing properties.

20. (Previously Presented) The flocked transfer of Claim 19, wherein the first and second parts have differing melting temperatures.

21. (Previously Presented) The flocked transfer of Claim 19, wherein the first part contacts the flock and is located between the second part and the flock and wherein the first part has a higher melting temperature than the second part.

22. (Previously Presented) The flocked transfer of Claim 19, wherein the first and second parts have differing viscosities when the first and second parts are melted.

23. (Previously Presented) The flocked transfer of Claim 19, wherein the first part contacts the flock and is located between the second part and the flock and wherein, when the first and second parts are melted, the first part has a higher viscosity than the second part.

24. (Previously Presented) The flocked transfer of Claim 19, wherein the first and second parts are in the form of films and the films are laminated together.

25. (Previously Presented) The flocked transfer of Claim 1, wherein the transfer is adhered to a substrate, and wherein the thermoplastic hot melt sheet is preformed before application to the flock and substrate.

26. (Currently Amended) A flocked transfer comprising:  
a release sheet;  
a release agent on the release sheet;  
flock on the release agent; the flock having first ends and opposing second ends; the flock being formed in a desired pattern on the release sheet; the release agent being located between the flock and release sheet and holding the first ends of the flock to the release sheet, and  
a pre-formed, solid, and self-supporting thermoplastic hot melt sheet engaging free ends of the flock, the flock being located between the release agent and the thermoplastic hot melt sheet, wherein at least most of ~~a free surface~~ the second ends of the flock ~~[[is]]~~ are in direct physical contact with the thermoplastic hot melt sheet; and  
wherein the thermoplastic hot melt sheet has a substantially uniform thickness and substantially flat upper and lower surfaces and wherein the flock fibers are substantially perpendicular to the upper and lower surfaces and to the release sheet.

27. (Previously Presented) The flocked transfer of Claim 26, wherein the transfer is adhered to a substrate.

28. (Previously Presented) The flocked transfer of Claim 26, wherein the thermoplastic hot melt sheet is a thermoplastic blank or thermoplastic blank film.

29. (Currently Amended) The flocked transfer of Claim 26, wherein the flock comprises a plurality of flock fibers, wherein the release agent and release sheet are located on a ~~first surface~~ the first ends of the flock, ~~and wherein the free surface and the first surface are defined, respectively, by opposing ends of the flock fibers.~~

30. (Previously Presented) The flocked transfer of Claim 26, wherein the thermoplastic hot melt sheet comprises polyurethane.

31. (Previously Presented) The flocked transfer of Claim 26, wherein the hot melt sheet is cut, before application to the flocked transfer, to correspond to a shape of the flocked transfer.

32. (Previously Presented) The flocked transfer of Claim 26, wherein the thermoplastic hot melt sheet comprises at least first and second parts, the first and second parts having differing properties.

33. (Previously Presented) The flocked transfer of Claim 32, wherein the first and second parts have differing melting temperatures.

34. (Previously Presented) The flocked transfer of Claim 33, wherein the first part contacts the flock and is located between the second part and the flock and wherein the first part has a higher melting temperature than the second part.

35. (Previously Presented) The flocked transfer of Claim 32, wherein the first and second parts have differing viscosities when the first and second parts are melted.

36. (Previously Presented) The flocked transfer of Claim 35, wherein the first part contacts the flock and is located between the second part and the flock and wherein, when the first and second parts are melted, the first part has a higher viscosity than the second part.

37. (Previously Presented) The flocked transfer of Claim 32, wherein the first and second parts are laminated together.

38-39. (Canceled)

40. (Previously Presented) The flocked transfer of Claim 26, wherein there is no binder adhesive in contact with the thermoplastic hot melt sheet.

41. (Previously Presented) The flocked transfer of Claim 26, wherein the flock comprises a plurality of flock fibers and at least most of the plurality of flock fibers are in direct contact with the hot melt sheet.

42. (Previously Presented) The flocked transfer of Claim 27, wherein the substrate comprises rubber.

43. (Canceled)

44. (Previously Presented) The flocked transfer of Claim 1, wherein the transfer is adhered to a substrate, and wherein the substrate comprises rubber.

45-47. (Canceled)

48. (Previously Presented) The flocked transfer of Claim 1, wherein the adhesive component of the hot melt sheet consists essentially of a thermoplastic hot melt material.

49. (Previously Presented) The flocked transfer of Claim 26, wherein the adhesive component of the hot melt sheet consists essentially of a thermoplastic hot melt material.

50. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet has a substantially uniform thickness and substantially flat upper and lower surfaces.

51. (Currently Amended) The flocked transfer of ~~Claim 1~~ Claim 16, wherein substantially all of the thermoplastic hot melt sheet contacts the ~~free ends~~ second surface of the flock.

52. (Currently Amended) The flocked transfer of Claim 26, wherein substantially all of the thermoplastic sheet contacts the ~~[[free]]~~ second ends of the flock.

53. (Currently Amended) A flocked article comprising:  
a release sheet;  
a release agent on the release sheet;  
flock adhered to the release agent; the flock having first ends and opposing second ends;  
the flock being formed in a desired pattern on the release sheet, the release agent holding the first ends of the flock to the release sheet;  
a pre-formed, solid, and self-supporting thermoplastic hot melt sheet having a length and a width, and a first side engaging ~~[[free]]~~ the second ends of the flock;  
a substrate adhered to a second side of said thermoplastic hot melt sheet;  
wherein at least substantially most of the second ends of the flock ~~[[is]]~~ are adhered to the thermoplastic hot melt sheet;  
and wherein there is no binder adhesive positioned between the flock and the substrate.

54. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet has a substantially uniform thickness and substantially flat upper and lower surfaces.

55. (Previously Presented) The flocked transfer of Claim 1, wherein the thermoplastic hot melt sheet is continuous.

56. (Previously Presented) The flocked transfer of Claim 26, wherein the thermoplastic hot melt sheet is continuous.

57. (Previously Presented) The flocked article of Claim 53, wherein the thermoplastic hot melt sheet is continuous.

58. (New) A flocked transfer assembly, comprising:  
a release sheet;  
a release agent on the release sheet;  
flock fibers on the release agent; the flock fibers having opposing first and second ends, wherein the flock fibers are formed in a desired pattern on the release sheet, the release agent being located between the flock fibers and the release sheet and holding the first ends of the flock fibers to the release sheet; and  
a pre-formed, solid, continuous, and self-supporting thermoplastic adhesive sheet engaging the second ends of the flock fibers, the flock fibers being located between the release agent and the thermoplastic adhesive sheet, wherein the second ends of the flock fibers are in direct physical contact with and adhered to the thermoplastic adhesive sheet.

59. (New) The flocked transfer assembly of Claim 58, wherein the thermoplastic adhesive sheet comprises polyurethane.

60. (New) The flocked transfer assembly of Claim 58, wherein the thermoplastic adhesive sheet is not in contact with a powdered hot melt adhesive.

61. (New) The flocked transfer assembly of Claim 58, wherein there is no binder adhesive located between the thermoplastic adhesive sheet and the second ends of the flock fibers.

62. (New) The flocked transfer assembly of Claim 58, wherein the adhesive component of the thermoplastic adhesive sheet consists essentially of a thermoplastic polyester material.

63. (New) The flocked transfer assembly of Claim 58, wherein there is no binder adhesive between the second surface of the flock and the thermoplastic adhesive sheet.

64. (New) The flocked transfer assembly of Claim 58, wherein substantially none of the thermoplastic adhesive sheet fails to contact the second surface of the flock.

65. (New) The flocked transfer assembly of Claim 58, wherein said flocked transfer assembly does not include a substrate.

66. (New) The flocked transfer assembly of Claim 58, wherein the thermoplastic adhesive sheet has a substantially uniform thickness and substantially flat upper and lower surfaces and wherein at least most of the flock fibers are substantially perpendicular to planes of the upper and lower surfaces and the release sheet.

67. (New) The flocked transfer assembly of Claim 58, wherein the flock fibers are embedded in the thermoplastic adhesive sheet.

68. (New) The flocked transfer assembly of Claim 58, wherein at least most of the plurality of flock fibers are in direct physical contact with the thermoplastic adhesive sheet.

69. (New) The flocked transfer assembly of Claim 58, wherein there is no acrylic adhesive in direct physical contact with the second ends of the flock.